

**AXIOS**

**SAILTHRU**

# How Axios Built a Local Newsletter Business In Less Than a Year

Axios recognized the need for local news coverage and quickly gained traction with geographically-themed newsletters. The brand turned to its partnership with Sailthru to scale from six in-market newsletters to an estimated 25 by the end of 2022.

Charlotte

Raleigh



Austin



Seattle



Washington DC



Denver



Des Moines



Nashville



Salt Lake City



Phoenix



Dallas



Richmond



Chicago



Tampa Bay



## The Background

Axios Media was built on the premise that audiences want informed, quality content that is easy to access and read. Since its inception in 2017, the brand has built a cadre of loyal followers for its topic-specific emails and introduced Smart Brevity®, a trademarked style of writing that is short, clear and efficient.

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### Smart Brevity

484 words, 2 min read

What's new: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why it matters:

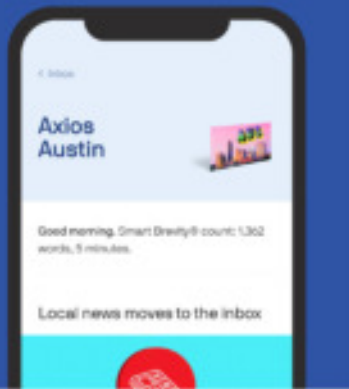
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By the numbers: \_\_\_\_\_  
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Go deeper: \_\_\_\_\_  
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**AXIOS LOCAL**

Get smarter, faster  
about what's  
happening in  
Austin



**AXIOS**

**We're expanding** our local coverage to Texas' capital with reporters Nicole Cobler & Asher Price, who will be authoring the new *Axios Austin* newsletter launching this upcoming Monday, 9/27.

- **Axios Austin** will be give you the rundown of the most important and worthy stories shaping the area — featuring original reporting and curating the best of local news.

[Click here to sign up](#)

## The Challenge

### The Need for Local News

By the end of 2020, Axios recognized it could fill a void as local newsrooms around the country shuttered. The brand had millions of enthusiasts across its website, podcast and event audiences — many who would be likely candidates for Axios Local in mid-sized cities like Charlotte, Des Moines, Austin or Washington D.C.

### Building An Audience for Axios Local

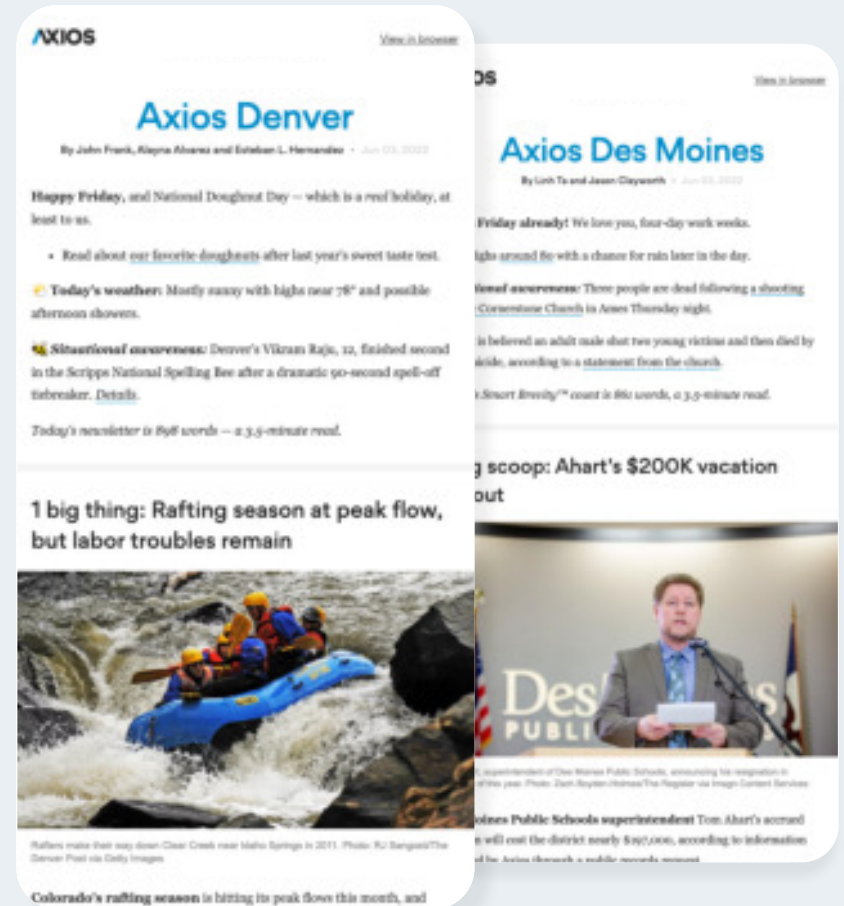
Axios had been a Sailthru partner for years, so when it was time to build cross-promotional campaigns for Axios Local and determine which markets would be the most viable, the brand was well positioned. The brand knew that not everyone would be interested in a local newsletter and relied on Sailthru's vast database of subscriber preferences to identify which readers were most likely to convert.

# The Solution

## Scaling for Growth

The concept gained traction right from the start. Open rates were high, demonstrating that there was real interest — and real revenue — to be made. With Sailthru's marketing automation tool, Lifecycle Optimizer, Axios was able to continuously track engagement, open rates, click rates and geographic preferences to determine which markets it should go after next.

*“Sailthru’s Lifecycle flow allows us to automate our marketing emails to our subscribers,”* states Mia Vallo, Vice President of Growth at Axios Media. *“It saves us time and allows us to cater our key messages, whether it’s to announce new newsletters or invite our readers to events that they may find interesting.”*



# The Tactics

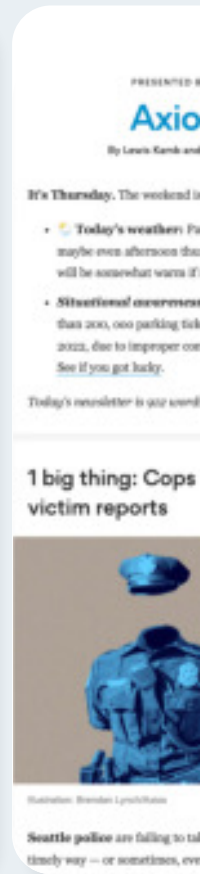
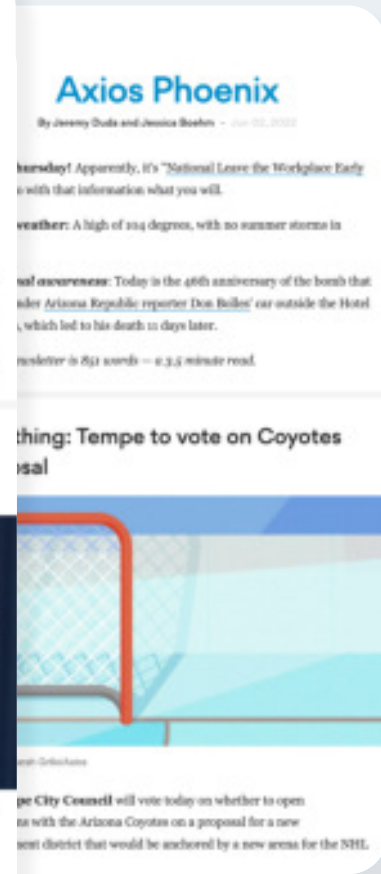
## Personalized Send Times

Axios has seen open rates increase by eight percentage points since tapping into personalized send times. As an audience-first company, the brand's goal is to get their readers smarter, faster. Sending emails when they are most likely to be read is another way that Axios reinforces its commitment to Smart Brevity and respecting its readers' time.

## Churn Flows

Axios is highly attuned to keeping tabs on unengaged readers and maintaining lists of people who truly want to be receiving the brand's content.

Vallo states *"We think of the churn function as an essential part of our lifecycle. If you don't want something, we respect your inbox and take that burden off of readers to make it easy for subscribers and to keep our lists healthy. Our goal is to make it as easy and satisfying for readers as possible."*



## The Results

Axios Local is growing. There are now 21 local editions with plans for four more by the end of 2022. Readership levels are exceeding expectations, and most local offices employ at least two full-time local reporters. By maintaining an audience-first philosophy, Axios is resurrecting local news coverage in a way that is highly engaging, cost-effective and profitable.

*“With Sailthru, we’re able to increase our subscriber engagement, keep our newsletter lists healthy and drive conversions for our new products,”* says Vallo. *“Being able to send the right message to our readers is key to our audience-first philosophy.”*

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### Axios Charlotte

By Ashley Mahoney · Jun 02, 2022

**Hello, Thursday. It's Ashley.**

**Weather:** WBTV confirms we can expect high near 94 and maybe some showers.

**Happy birthday** to Axios Charlotte members Katie Malloway, Janet Link, Cooper Morrison, Vicki Morton, Marrie Rollins and Stephen Valder.

- **And happy belated birthday** to member Lesley O'Connor, who celebrated on May 30.

Today's Smart Brevity™ count is 966 words — a 3.5-minute read.

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### 1 big thing: Escape to these N.C. mountain towns

Source: one of North Carolina's most-rated mountain towns, named by App State. Photo: Emma Pappalardo

**AXIOS LOCAL**

**We're expanding our local coverage** to Utah's capital with reporters Erin Alberty & Kim Bojispac, who will be authoring the new **Axios Salt Lake City** newsletter.

[Sign up for free with one click here](#)

**Starting next Monday:** 6%. Axios Salt Lake City will be give you the rundown of the most important and worthy stories shaping the area — featuring original reporting and curating the best of local news.

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Illustration: Shehena Gombashova

**The first big storm of hurricane season is a-comin'.**

**Driving the news:** Tropical Storm Alex is expected to hit the Gulf of Mexico today and Tampa Bay is near the system's projected path, per the

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### Axios Columbus

By Alexa Whitman-Nesse and Tyler Buchanan · Jun 02, 2022

**Happy Thursday!** (Can you believe it's already Thursday?)

**Today's weather:** Rainy. High of 73, low of 53.

**Sounds like:** "The Gambler" by Kenny Rogers.

Today's newsletter is 765 words — a 3-minute read.

**1 big thing: Ohio sports betting to start in 2023**

Illustration: Brandon Lynch/Kasia

**Place your bets!** ... next year.

**Driving the news:** Legal sports betting in Ohio starts Jan. 1, 2023, the state's casino control commission announced yesterday.

**Why it matters:** This wait is a very costly delay for state tax coffers, which will take in 10% of all net betting revenue.

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### Axios Tampa Bay

By Delana San-Pedro and Ben Montgomery · Jun 02, 2022

**Good mornin' Thursday, let's get this bread.** 🍞

**☀️ Sunny,** with a high near 93.

- **Sounds like:** "Evania: Up My Heart," "MSNBC"

**Situational awareness:** Abortion providers have filed a lawsuit seeking to void the recently-enacted 15-week abortion ban in Florida, which is set to take effect in July.

Today's newsletter is 940 words, a 3.5-minute read.

## About Sailthru

Sailthru, a CM Group brand, helps modern marketers drive higher revenue, improve customer lifetime value and reduce churn by using its powerful suite of connected capabilities. Sailthru's high-performance email, website personalization, mobile marketing automation, and unique integrations power new customer acquisition by leveraging machine learning and first-party data to easily deliver relevant, personalized engagement across all channels. The world's most innovative publishers, including Insider, Refinery29 and Food52, and the world's fastest growing ecommerce companies, including Everlane, Thirdlove and Thrive Market, trust Sailthru to help them succeed.

For more information, please visit [www.sailthru.com](http://www.sailthru.com).

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